



Board of Directors: Roles & Responsibilities

The purpose of the Board of Directors for the Adventure Travel Conservation Fund (ATCF) is to provide guidance and support on the strategic direction of the nonprofit. Directors must perform their roles in a manner that represents the best interests of the organization. Directors will represent the ATCF within the travel and outdoor recreation, and leverage support for the organization. Through their participation on the Board, Directors will strive to increase the travel industry's commitment to conservation.

The ATCF Board of Directors will work together with the Executive Director to grow the organization and support its mission. The Board will look to consist of passionate members from all over the world, and with a variety of skills, backgrounds, locations and experiences that they can bring to the organization.

As a member of the Board of Directors for the Adventure Travel Conservation Fund, Directors are expected to take an active role in the organization, and agree to the following roles and responsibilities:

- Demonstrate a commitment to the ACTF and its values
- Participate in fundraising on behalf of the ACTF, and play an active role in building a commitment to conservation throughout the travel industry
- Understand & support the objectives of the ACTF, as well as the responsibilities of staff
- Be employed by an active, paid member company in good standing of the ATCF at time of nomination
- Agree to engage your network to contribute or raise a target of \$10,000 per year for the organization (includes dues, auction donations, new members, in-kind, other).
- Time commitment:
 - Board Members will attend a minimum of one in-person meeting which will either be a full board retreat or occur at the Adventure Travel World Summit (location varies year to year). The annual scheduled in-person board meeting locations will be determined at the start of the year.
 - Participation in the annual call to review and discuss grant proposals.
 - Participate in quarterly Board of Director calls.

- o Participate on at least one ATCF subcommittee and attend 75% subcommittee meetings.

This is an unpaid position that offers the satisfaction of funding, supporting and advocating for the protection of tourism's wild places for recreation, habitat, climate, and cultural values.

Terms:

- The term of service for a Director is up to a maximum of three years.
- Directors may serve up to two consecutive terms, with an optional third term.

Board members are expected to:

Participate in the Project Review Process - The Board will actively participate in reviewing project applications for ATCF funding. Directors will then come to a consensus on which projects will be proposed to membership for final voting.

Select, support and review the role of the Executive Director – The Board will draft a clear job description that outlines the duties of the Executive Director, and will undertake a carefully planned search process whenever the position is vacant. In addition, the board will support the Executive Director by providing constructive feedback and regular performance evaluations to help the Executive Director strengthen their performance.

Approve and Monitor the Organization's Programs and Services - The Board, though not responsible for managing or administering these programs, is responsible for deciding which programs are the most consistent with the mission. In addition, the board is responsible for monitoring the programs to ensure they are delivering to the highest quality standard.

Ensure Effective Fiscal Management - Ensure that the ATCF is adequately funded by actively engaging in recruitment and retention efforts. Directors should also evaluate and adjust controls to ensure long term financial health of the ATCF. The board should approve an annual operating budget and then monitor, throughout the year, the organization's ability to adhere to the budget.

Fundraising - The Board must take an active role in raising money for the organization regardless of the amount of time that the Executive Director or staff devotes to fundraising. In addition, the Board is responsible for development of the organization's fundraising strategy, including the formulation of a statement that sets out the rationale for financial support. The Board will also play an active role in recruitment of new members, and retention of existing members. Board Members will, for example, be asked to reach out to friends and colleagues to consider supporting the organization, and recommend specific individuals, corporations, and foundations that may be solicited for support.

Enhance the Organization's Public Image - The board will oversee the development of a marketing and public relations strategy that includes written and visual communication pieces such as annual reports, newsletters, fact sheets, and press releases.

Engage in Strategic Planning - The Board will develop short- and long-term strategies for the ACTF, and engage in periodic strategic planning that supports mission, vision and values including ongoing assessment and evaluation. Ensuring that the strategic plan is aligned with current needs of the organization. Every three to five years, the board should engage in a planning process to better understand the fluctuating environment in which it is operating and to decide what changes it ought to make to function more effectively in that environment.

Additional Board Responsibilities Include:

- Ensure sound risk management policies
- Recruit and orient new board members
- Maintain an understand of the relationship and expectations between the Board and staff
- Organize itself in an efficient and productive manner
- Participate in a minimum of one [sub-committee](#) group

In agreement with the above, please sign the [Board Member Affirmation](#) and the [Conflict of Interest](#) policies to confirm your position on the ATCF Board of Directors.